BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Certificate in Travel and Tourism Pearson BTEC International Level 3 Extended Certificate in Travel and Tourism Pearson BTEC International Level 3 Foundation Diploma in Travel and Tourism Pearson BTEC International Level 3 Diploma in Travel and Tourism Pearson BTEC International Level 3 Extended Diploma in Travel and Tourism
Unit number and title	**Unit 16: My Country as a Tourist Destination**
Learning aim	**A: Explore the types of tourist destination and the motivations for travel to these** **B: Examine how the infrastructure and facilities available in your country meet the needs of tourists**
Assignment title	My Beautiful Country.
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are working in the tourism development department and have been asked to undertake some research to help inform a planned promotional campaign to attract a range of different types of visitor to your country. You must prepare and deliver a presentation with accompanying speaker notes on your research findings.
Task 1	Your presentation will include: • A description of the features in four different travel and tourism destinations in your home country. • A discussion on how the variety of features offered in these destinations meet the motivations for travel of a range of different visitor types including both inbound and domestic. • A discussion on how the current infrastructure and media coverage can affect tourism in the country,

	including an examination of the connections that occur between these and the facilities offered at two different destinations. • You will make justified recommendations on how infrastructure and facility development, plus media coverage could be used to attract more visitors. Include specific examples and details throughout to substantiate your presentation.
Checklist of evidence required	Speaker notes Presentation

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
16/AB.D1	Justify recommendations on how infrastructure, facilities development and media coverage could be used to attract more visitors to travel to and within your country
16/B.M2	Assess how the current infrastructure, transport, facilities and media coverage have helped to develop tourism in your country.
16/A.M1	Assess the effectiveness of two of the selected destinations in meeting the motivations of different types of visitor.
16/B.P4	Explain how the facilities offered at two destinations in your country meet the needs of its visitors.
16/B.P3	Explain how the transport infrastructure in your country supports tourism.
16/A.P2	Explain how the features of the four selected destinations meet the motivations of visitors.
16/A.P1	Describe the features of four different tourist destinations.

Sources of information to support you with this Assignment	**This is a generic guide on types of information you may find useful. You will need to find the timetables etc. relevant to your country.** Travel and tourism organisational visits, websites, guest speakers and work experience. • Maps and atlases to identify the locations of destinations and to help with route planning. • Flight, rail and ferry information including timetables. • Major infrastructure planning documents. • Government and other up to date online information including statistics on visitor numbers. • Brochures, leaflets and guides on a variety of different destinations • Transport_infrastructure_and_tourism_dev20160214-19452-aco9t5.pdf

Other assessment materials attached to this Assignment Brief	N/A